

ABSTRACT

RASHID ANGGITANTO DESTYAWAN ADI, *The Competitiveness Analysis of Indonesian Crude Palm Oil (CPO) in International Market*. Supervised by **NI MADE SUYASTIRI** and **ANTIK SUPRIHANTI**.

This study aims to analyze export volume trend of Indonesian CPO in international market for the next 3 years and to analyze competitiveness of Indonesian crude palm oil in international market.

The implementation methods used in this research is descriptive method. Kinds of data is secondary data. Sources of data obtained from Central Statistics Agency (BPS), FAO, Ministry of Agriculture, Plantation Director General, Ministry of Commerce, libraries and the Internet. To analyze the competitiveness of Indonesian crude palm oil in International market used Revealed Comparative Advantage analysis (RCA) to analyze comparative advantage and Trade Specialization Index (ISI) to analyze competitive advantage. Mean while, to analyze the export volume of Indonesian crude palm oil in the international market for next 3 years used least squares method.

Results of this research show that trend of export volume of crude palm oil for the next 3 years tend to increase in 2011-2013. Indonesian crude palm oil has comparative disadvantage in international markets, because the RCA index is lower than 1 is about 0.85 but Indonesian CPO has competitive advantage that indicated from ISI that equal to 0,95 (stage IV/maturation).

Keywords: Comparative Advantage, Competitive Advantage, Trend Exports, CPO.